

Google Tag Manager

Track Your Marketing Campaigns with Ease





Course Description



In an increasingly noisy digital world, marketers need the flexibility to quickly update and deploy marketing codes as soon as new releases are available. Any delays are costly and might lead to an organisation's inability to maximise their investments in tools.

In this 2-day hands-on Google Tag Manager certification course, participants will learn step-by-step powerful yet simple tag deployment strategies. You will get an understanding of the technical features & capabilities of Google's Tag Manager suite, and learn how these help to hasten your tag deployment workflows. During the course, you will have hands-on experience to create a variety of commonly-used tags such as Google Analytics and Facebook Pixel.

Course participants will be equipped with insights and experience installing Google Tag Manager on a WordPress site. On the second day, participants will learn how to set up user-defined variables and track events such as clicks, form submissions and more.



Course Duration

2 Days
9.00am to 6.00pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From **\$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

This course is targeted to Marketing Managers, Website Administrators, Web Developers and Individuals who want to learn how to use Google Tag Manager to track and manage a website.



Course Highlights

In this 2-day Branding and Brand Strategy course, you will:

- How to setup Google Tag Manager from scratch
- How to install 3rd party tags such as Facebook Pixel
- How to set up triggers to track events such as exit links and form submissions (event tracking)
- Concepts of Google Tag Manager tools such as version control and preview mode
- How to integrate Google Analytics with Google Tag Manager for easier management of goal and event tracking
- and much more

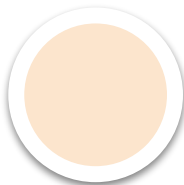
Course Objectives

By the end of the class, participants will be able to:

- Connect and verify Google Tag Manager account setup and compatibility with a website and Google Analytics
- Create a Google Tag Manager account
- Install Google Tag Manager on a WordPress website
- Utilise Google Tag Assistant to evaluate a Google Tag Manager setup
- Associate Google Analytics to a Google Tag Manager account
- Set up Google Analytics event tracking
- Manage Google Tag Manager versioning
- Utilise the Google Tag Manager Preview mode
- Deploy Facebook Pixel using Google Tag Manager
- Assign Google Tag Manager container permissions



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – System Integration** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Google Tag Manager course assessment and achieved at least 75% attendance.



Course Outlines

Getting Started with Google Tag Manager

Instructor-led | Mode of Delivery (Lecture, Case Study, Ice-breaker)

- What is Google Tag Manager and use cases
- Process of getting started with Google Tag Manager
- Creating a Google Tag Manager account
- Overview of Google Tag Manager Interface (Admin overview, workspaces, preview mode)

Deploying Google Tag Manager

Instructor-led | Mode of delivery (Lecture, Demonstration and Modelling, Practice and Feedback)

- The 3 building blocks of Google Tag Manager
- Deploying Google Tag Manager onto a WordPress website
- Installing Google Tag Assistant

Deploying Google Tag Manager (cont.)

Instructor-led | Mode of delivery (Lecture, Demonstration and Modelling, Practice and Feedback)

- Verifying tag integration success with Google Tag Assistant
- Integrating Google Analytics with Google Tag Manager
- Setting up user-defined variables
- Setting up data layers
- Passing static and dynamic values into Custom Dimensions and Custom Metrics
- Setting up event tracking with Google Analytics integration
- Setting up form event tracking
- Deploying Facebook Pixel via Google Tag Manager
- Setting up Google Ads conversion tracking via Google Tag Manager

Course Outlines

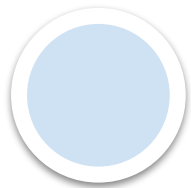
Managing Google Tag Manager

Instructor-led | Mode of delivery (Lecture, Demonstration and Modelling, Practice and Feedback)

- Managing versioning in Google Tag Manager
- Creating and organising folders within Google Tag Manager
- Assigning container permissions to various user roles within Google Tag Manager

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



Trainer Bio

Jeremy Lim



Jeremy Lim is the Technology Advisor for Finty, an online financial marketplace that was acquired by an Australian firm for a seven-figure sum, 15 months after the company was launched. Currently a regional program manager for a large tech firm, he manages external technical integration projects across Asia and Europe.



Why Learn with Equinet?



Access recorded sessions of live classes

Replay parts of the course from your in-person or online classes. An excellent recap method.



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Google Tag Manager



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework System Integration | Course Code: TGS-2022014957 | Registry Period: 05 Aug 2022 - 02 Aug 2024

Call: [6816 3016](tel:68163016) | WhatsApp: [8020 1603](tel:80201603) | Email: sales@equinetacademy.com | <https://www.equinetacademy.com/google-tag-manager-certification-course/>